

ABSTRACT OF THE DISCLOSURE

A dual intensive property tissue. The tissue has a first set of intensive properties including density, surface area, thickness and void volume as presented to the consumer. The consumer plastically activates the tissue by pulling it in tension. A series of slits 44 or other lines of weakness elongate in a direction parallel to the line of tension, allowing the tissue to achieve a second state of intensive properties. The value of the second state of intensive properties is different after activation. The change in value of the intensive properties allows for economies in shipping, where a higher density product is shipped to the consumer. At the point of use, the consumer activates the product to achieve the increase surface area and lower density. The increase in surface area and concomitant decrease in density provides for increased efficacy in cleaning. The plastically activatable state may be provided by a series of slits 44 or other lines of weakness in the tissue. The tissue may comprise cellulosic and/or synthetic fibers. The tissue may be used as a facial tissue, bath tissue, paper towel, napkin, body wipe, mophead, etc.

11/3/00